

## **FOR IMMEDIATE RELEASE**

### **STIFEL FINANCIAL CORP. TO PRESENT AT THE KEEFE, BRUYETTE & WOODS 2009 SECURITIES BROKERAGE & MARKET STRUCTURE CONFERENCE**

**ST. LOUIS, MO – November 3, 2009** – Stifel Financial Corp. (“Stifel” or the “Company”) (NYSE: SF) is pleased to announce its participation in the Keefe, Bruyette & Woods 2009 Securities Brokerage & Market Structure Conference on Wednesday, November 4, 2009 at the St. Regis Hotel in New York City. Ron Kruszewski, Chairman & CEO, is currently scheduled to present at 4:10 P.M. EST.

The presentation will be webcast live. The webcast, as well as a copy of the Company's presentation materials, will be available on November 4, 2009 through the Investor Relations portion of Stifel's website at [www.stifel.com](http://www.stifel.com). For those who cannot listen to the live webcast the archived webcast will be available for 60 days following the conference directly through Stifel's website.

#### **Company Information**

Stifel Financial Corp. (NYSE: SF) is a financial services holding company headquartered in St. Louis. It operates 297 offices in 41 states and the District of Columbia through its principal subsidiary, Stifel, Nicolaus & Company, Incorporated, and 3 European offices through Stifel Nicolaus Limited. Stifel Nicolaus provides securities brokerage, investment banking, trading, investment advisory, and related financial services, primarily, to individual investors, professional money managers, businesses, and municipalities. Stifel Bank & Trust offers a full range of consumer and commercial lending solutions. To learn more about Stifel, please visit the Company's web site at [www.stifel.com](http://www.stifel.com).

#### **Forward-Looking Statements**

This press release contains certain statements that may be deemed to be “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. All statements in this press release not dealing with historical results are forward-looking and are based on various assumptions. The forward-looking statements in this press release are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in or implied by the statements. Factors that may cause actual results to differ materially from those contemplated by such forward-looking statements include, among other things, the following possibilities: the ability to successfully integrate the acquired companies or to complete the acquisition of the branch offices and financial advisors as part of the our transaction with UBS; a material adverse change in the financial condition; the risk of borrower, depositor and other customer attrition; a change in general business and economic conditions; changes in the interest rate environment, deposit flows, loan demand, real estate values, and competition; changes in accounting principles, policies or guidelines; changes in legislation and regulation; other economic, competitive, governmental, regulatory, geopolitical, and technological factors affecting the companies' operations, pricing, and services; and other risk factors referred to from time to time in filings made by Stifel with the Securities and Exchange Commission. Forward-looking statements speak only as to the date they are made. Stifel does not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made. Stifel disclaims any intent or obligation to update these forward-looking statements.

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